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NO. 590 P. 1/2

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Examiner Nathan C. Uber	571-273-8300	USPTO	
FROM:	Changhoon Lee	DIRECT DIAL:	314.345.6254
FAX:	314.345.6060	OPERATOR:	Jennifer Wheatley
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MESSAGE:

PLEASE SEE ATTACHED.

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NO. 590 P. 2/2_{3A(10-07)}Approved for use through 07/31/2008. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Applicant Initiated Interview Request Form

Application No.: 10/597,056

First Named Applicant: Woo Sung Lee

Examiner: Uber, Nathan C

Art Unit: 4143

Status of Application: Final OA

Tentative Participants:

(1) Mark Stallion

(2) Changhoon Lee

(3) _____

(4) _____

Proposed Date of Interview: July 15, 2008

Proposed Time: 10A Cent/11A EST AM/PM

Type of Interview Requested:

(1) Telephonic(2) Personal(3) Video Conference

Exhibit To Be Shown or Demonstrated:

 YES NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) 103	Claims 21	Cheung et al.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 Continuation Sheet Attached

Brief Description of Argument to be Presented:

Cheung et al. Patent does not disclose free advertising period recited in the present invention. Providing free advertising period tied with a predicted cost associated with a search word in keyword advertising is not a predictable option which would have been obvious to one having ordinary skill in the art at the time of the invention

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.


Applicant/Applicant's Representative Signature

CHANGHOON LEE

Typed/Printed Name of Applicant or Representative
L0316

Examiner/SPE Signature

Registration Number, if applicable

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

For help in completing this form, call 1-800-PTO-9199 and select option 2.